

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Great American Media/ POL**  
**1010 Wisconsin Ave. NW, Ste. 800**  
**Washington, DC 20007**

<u>Contract / Revision</u>		<u>Alt Order #</u>
711596 /		06304963
<u>Product</u>		
<b>DCCC</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/06/12 - 09/10/12	1543	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
<b>Iss/ DCCC</b>	09/11/12 / 09/11/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
<b>KSDK</b>	Kristin Waskie	Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	11	14
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
												Week	
1	KSDK	09/06/12	09/07/12	Days of Our Lives	1-2P		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					1	\$625.00	0.00			
2	KSDK	09/06/12	09/07/12	LN (M-F)	10-1035p		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					1	\$2,475.00	0.00			
3	KSDK	09/06/12	09/10/12	News at 10am	10-11A		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/06/12	09/12/12	M--TF--					1	\$350.00	0.00			
4	KSDK	09/06/12	09/07/12	Today Show III	11A-12P		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					1	\$405.00	0.00			
5	KSDK	09/06/12	09/07/12	Show Me St. Louis	1230-1p		:30				NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					2	\$390.00	0.00			
6	KSDK	09/06/12	09/07/12	Noon News	12-1230p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					2	\$450.00	0.00			
7	KSDK	09/06/12	09/07/12	Dr. Oz	2-3p		:30				NM	1	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					1	\$390.00	0.00			
8	KSDK	09/06/12	09/10/12	Ellen	3-4p		:30				NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/06/12	09/12/12	M--TF--					2	\$675.00	0.00			
9	KSDK	09/06/12	09/07/12	News 5 at Four	4-430P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					1	\$675.00	0.00			
10	KSDK	09/06/12	09/07/12	4-5A	4-5A		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/03/12	09/09/12	---TF--					1	\$25.00	0.00			
11	KSDK	09/06/12	09/07/12	Jeopardy	430-5p		:30				NM	2	\$1,600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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711596 /	06304963	
Contract Dates	Product	Estimate #
09/06/12 - 09/10/12	DCCC	1543
Advertiser		Original Date / Revision
Iss/ DCCC		09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/				
									Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				2	\$800.00	0.00			
12	KSDK	09/06/12	09/07/12	News Channel 5 at 5P	5-530P		:30				NM	2	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				2	\$1,575.00	0.00			
13	KSDK	09/06/12	09/07/12	Nightly New Adj.	528-530p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$1,800.00	0.00			
14	KSDK	09/06/12	09/07/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$1,700.00	0.00			
15	KSDK	09/06/12	09/07/12	6-7a	6-7A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$900.00	0.00			
16	KSDK	09/06/12	09/07/12	630-7P Wheel of Fortune	630-7P		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				2	\$1,800.00	0.00			
17	KSDK	09/06/12	09/07/12	NBC Today 7-9A	7-9A		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				2	\$900.00	0.00			
18	KSDK	09/06/12	09/07/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$450.00	0.00			
N 19	KSDK	09/08/12	09/08/12	630-7P Wheel of Fortune Sat	630-7P		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----S-				1	\$675.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/03/12-09/09/12		630-7P Wheel of Fortune Sat	630-7P	-----Sa--	:30		\$675.00	0.00	NM		
<i>Credited</i>													
20	KSDK	09/09/12	09/09/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$900.00	0.00			
Totals										0.00		26	\$23,875.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	26	\$23,875.00	\$20,293.75
<b>Totals</b>	<b>26</b>	<b>\$23,875.00</b>	<b>\$20,293.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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